



City of Charleston
South Carolina

JOSEPH P. RILEY, JR.
MAYOR

BARBARA W. VAUGHN
DIRECTOR
PUBLIC INFORMATION

For Immediate Release: July 31, 2009

SEVENTH ANNUAL FIRST DAY FESTIVAL

The 7th Annual First Day Festival will be held on **Sunday, August 16, 2009 from 1-4pm at Liberty Square at the SC Aquarium & Charleston Maritime Center**. This event is a celebration of education with the goal of generating excitement about the beginning of the new school year. Students, parents, and educators are invited to this free festival for an afternoon of entertainment, healthy foods, boat rides, information about student support services, and school supplies. Last year's festival had over 9,000 children and parents in attendance.

Attendees can park for a flat rate of \$1.00 at the Aquarium and Gaillard Garages. Shuttle bus service will be provided from the Gaillard Garage.

The 2009 First Day Festival has exciting activities planned for children and their families. The Festival is committed to making every effort to be kind to the environment and incorporate educational elements on recycling. The Food Court will be transformed into a more educational experience by promoting healthy lifestyles and wellness. In addition, Festival organizers thought that the First Day Festival would be a great opportunity to give back to the community by asking participants to bring non-perishable food items to donate to the Lowcountry Food Bank.

There will be a designated Health and Wellness Zone with exhibitors focusing on health-related issues including medical, dental, and physical health. The Festival is a perfect opportunity to teach parents and children about living healthy lifestyles and how to participate in healthier activities.

The success of the First Day Festival is a direct result of collaborative partnerships and outstanding community support. Local businesses are asked to make a commitment to support education and parental involvement in the education of local students.

Additionally, the first day of school for Charleston County schools is Tuesday, August 18th, and Mayor Joseph P. Riley, Jr. is asking parents to take their children to school on

the first day. City employees who have children in school will be given 2 hours off to take their children to school. As part of the Business Honor Roll Campaign, Mayor Riley is also encouraging other businesses to give employees time to take their children to school.

FOR MORE INFO:

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